



# Quick Notes

from the Idaho Office of Highway Safety

March 28, 2011

April 21, 2011 – Pocatello, ID

## Highway Safety Summit

Register online

[www.highwaysafetysummit.com](http://www.highwaysafetysummit.com)

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129  
P: (208) 334-8100 F: (208) 334-4430 - - [www.itd.idaho.gov/ohs](http://www.itd.idaho.gov/ohs)

### General Message from the Highway Safety Manager

Hi Highway Safety Partners,

Idaho has only lost 14 people in traffic crashes so far this year. This is a very low number. The last 3-year average indicates we could have expected nearly 40 fatalities by now. I am so pleased to see this reduction in lives lost. Our goal for 2012 is fewer than 200 traffic deaths. Let's hope we reach it this year!

I have included several articles below that focus more on the engineering side of safety. It takes all of us, the engineers, the educators, the enforcers, and the emergency responders to reduce traffic deaths. (Of course, if people always made smart driving choices, we would have less to do as fatalities declined.)

Keep doing whatever it is you are doing to make this positive difference for Idaho! These efforts are saving lives and saving money. Hope to see you at the Highway Safety Summit on April 21.

Mary Hunter  
Highway Safety Manager

### April is National Distracted Driver Awareness Month

The Office of Highway Safety has created a distracted driving program which can be easily implemented in schools. A letter with booklet was sent to every high school in Idaho. Below is a copy of the cover letter that accompanied each booklet:

Dear High School

Traffic crashes are the leading cause of death and injury for teenagers in Idaho. The numbers are dramatic, alarming and impact your students, their families, friends, and your faculty and staff. In Idaho over the last three years almost a third of all of the fatal and serious injury crashes were as a result of a distracted driving crash. Many of these crashes could have been prevented through the act of no texting and buckling up.

To address this urgent traffic safety issue during National Distracted Driving Awareness Month, April, the Idaho Transportation Department's Office of Highway Safety offers the [Idaho School Distracted Driving Program](#) to raise awareness among Idaho's teen population and encourage smart driving choices.

This easy-to-follow manual outlines the steps it takes to implement the program. The program is simple and encourages involvement at several different levels. The program is designed to be used by the school administration, the student government, a club, a class, as a senior project or by a committee formed just for this project.

It is not often that you are presented with a simple true win-win opportunity. Don't miss this chance to impact your student population with a life-saving program.

To download your copy of the program click [Idaho School Distracted Driver Program](#).

### **Law Enforcement Officers: Critical Partners in Traffic Safety**

Keeping America's roadways safe is a big job--and DOT can't do it alone. Law enforcement officers across the country, our partners in the pursuit of safety, play a critical role in implementing highway safety programs, raising awareness, and applying laws.

This afternoon, FHWA Administrator Victor Mendez, NHTSA Administrator David Strickland, and FMCSA Administrator Anne Ferro had the opportunity to thank these dedicated safety partners at a mid-year meeting of the International Association of Chiefs of Police.

For the full article, go to <http://fastlane.dot.gov/2011/03/law-enforcement-officers-a-critical-partner-in-traffic-safety.html>

### **Road Safety 365: A Workshop for Local Governments**

The FHWA Office of Safety, in cooperation with Federal, State, and local stakeholders, has developed a one-day workshop for improving the physical factors of local and rural roadways that may contribute to crashes. Road Safety 365: A Workshop for Local Governments was developed incorporating notable adult learning approaches for conveying information and conducting exercises. It is designed to provide local and rural agencies with practical and effective ways to incorporate safety solutions into daily activities and the project development process.

Rural roads account for approximately 40 percent of the vehicle miles traveled in the Nation, but account for about 55 percent of fatalities. The fatality rate for rural crashes is more than twice the rate for urban crashes. Rural area crashes and their consequences differ from urban ones in several ways:

- \* Rural crashes are more likely to occur at higher speeds.
- \* Crash victims are more likely to be unbelted than their urban counterparts.
- \* Crashes are more likely to produce fatalities due to longer response times.

To help reduce the number and severity of crashes on local and rural roadways, the FHWA Office of Safety has developed the Road Safety 365 workshop as part of a package of focused products for local and rural governments. Using examples, case studies, and hands-on activities, the course demonstrates how to integrate safety solutions into rural and local transportation projects at all stages of the project development process - planning, design, construction, implementation, operations, and maintenance. The course provides practical guidance in identifying road safety issues and implementing low-cost countermeasures. It also presents the benefits and potential cost savings of integrating safety improvements into daily operations and maintenance activities - not just on an occasional basis, but 365 days a year.

The Road Safety 365 workshop audience ranges from decision-makers to road crews. It is aimed primarily at local and rural road and public works supervisors. Others who would benefit from this training include: elected officials, public safety advocates, State Department of Transportation personnel, law enforcement, consultants, regional and rural development organizations, municipal associations, town safety committees, local planning commissions, metropolitan/rural planning organizations, university extension offices, and Local Technical Assistance Program (LTAP) and Tribal Technical Assistance Program (TTAP) personnel. After completing the workshop, participants should be able to identify safety issues on their road network and the countermeasures and available resources to address them.

This one-day workshop was developed for LTAP and TTAP Center delivery to local practitioners. Demonstrating how personnel who adopt a safety attitude/culture in performing their duties can have a significant impact on making their roadways safer, the workshop is divided into nine modules that cover all aspects of improving safety on rural roadways.

For additional information about this workshop, please contact Bruce Drewes, LHTAC, [BDrewes@lhtac.org](mailto:BDrewes@lhtac.org), for a schedule of workshops.

### **Addressing Critical Safety Issues - Nine Life-Saving Crash Countermeasures**

This is the engineering side of safety. While the engineers in the audience are familiar with this, I encourage all of you to be familiar with these countermeasures as they work together with what the rest of us are doing to reduce traffic deaths. Two intersections have been improved out by my house in the last year with some of these low cost, near term improvements.

Joe Toole, FHWA Associate Administrator for Safety, the author of the article I am sharing, will be retiring in June from FHWA. He came to Idaho last fall to present at our joint ITD Board-Idaho Traffic Safety Commission meeting.

<http://safety.fhwa.dot.gov/newsletter/safetycompass/2009/fall09/>

### **United Nations Decade of Action for Road Safety Starts on May 11, 2011**

From SAFETY COMPASS HIGHWAYS SAFETY SOLUTIONS FOR SAVING LIVES

The United Nations (UN) has unanimously proclaimed 2011-2020 as the Decade of Action for Road Safety, making road crashes an international priority on the scale of international health threats such as HIV/AIDS and malaria for the first time. It will be launched around the world on May 11, 2011. With this designation, traffic-related deaths and injuries can begin receiving the attention they deserve as major threats to our well-being – both at home and around the world. Currently there are nearly 1.3 million deaths a year worldwide on the roads. In addition, there are 50+ million serious injuries. The World Health Organization (WHO) estimates that by 2030, traffic related injuries will be the 5th leading cause of death worldwide. More people will die on the roads than will die of HIV/AIDS! It is also estimated that we will lose 5 million more people and another 50 million will suffer debilitating injuries in the next decade.

But we can do something about this! The Safe Systems approach is the basis of the international UN Decade of Action Five Pillar Plan:

1. Building Management Capacity
2. Encouraging Safer User Behavior
3. Building Safer Roads
4. Building Safer Vehicles
5. Improving Post-Crash Care

If we use the Safe Systems Approach and start implementing many known interventions involving the road, the vehicle, and the user – building safer cars and roads, passing good traffic safety laws, and promoting strong education and enforcement – we can create a safety culture and have a huge effect on future deaths.

The Decade of Action for Road Safety is our opportunity to make our communities safer wherever we live – and to help others around the world. Toward Zero Deaths efforts are gaining momentum across the United States and are a major U.S. contribution to the Decade of Action. To participate in the Decade of Action:

- Go to [www.decadeofaction.org](http://www.decadeofaction.org) for more information and downloadable materials.
- Plan safety activities on May 11, 2011, and commit to the Toward Zero Deaths initiative.
- Wear a Road Safety Tag and commit to incorporating road safety into all of your transportation activities. The Road Safety Tag is the official global symbol for the UN Decade of Action for Road Safety and represents our commitment to making our roads safe. It also will be a focal point of the Decade of Action launch. To obtain a tag go to <http://decadeofaction.sandbag.uk.com/Store/DII-46-8-road+safety+tag+badge.html>.

For more information, contact Bella Dinh-Zarr, PhD, MPH, FIA Foundation and MAKE ROADS SAFE Campaign for Global Road Safety, [b.dinhzarr@fiafoundation.org](mailto:b.dinhzarr@fiafoundation.org)

## **Idaho Fatalities by Month**

### **IDAHO TRANSPORTATION DEPARTMENT**

#### **Office of Highway Safety**

*Fatalities by the Month\**

February 2011

		MONTH	TOTALS 3-Yr Average (08,09,10)			CUMULATIVE TOTALS 3-Yr Cum. Average (08,09,10)		
2008	2009		AVE	2010	2011	AVE	2010	2011
19	11	JANUARY	13	8	6	13	8	6
8	17	FEBRUARY	11	7	3	23	15	9
18	17	MARCH	17	15		40	30	
16	17	APRIL	15	11		55	41	
30	18	MAY	21	16		76	57	
23	12	JUNE	18	19		94	76	
18	26	JULY	23	26		117	102	
21	29	AUGUST	26	29		144	131	
22	29	SEPTEMBER	26	28		170	159	
21	17	OCTOBER	22	28		192	187	
19	19	NOVEMBER	18	17		210	204	
17	14	DECEMBER	12	5		222	209	9
232	226	YEAR TO DATE	222	209	9			

\*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash. Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.

The 2010 crash analysis is still being done. It should be available shortly.

## CALENDAR OF EVENTS

Date	Event Description
April 2011	<b>DISTRACTED DRIVING</b> – National Distracted Driving Awareness Month.
April 7-18, 2011	<b>AGGRESSIVE DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, <a href="mailto:Cecilia.awusie@itd.idaho.gov">Cecilia.awusie@itd.idaho.gov</a> (208) 334-8112
April 21, 2011	<b>HIGHWAY SAFETY SUMMIT</b> – Pocatello, ID. Red Lion Hotel. 8:00am-5:00pm <a href="http://www.highwaysafetysummit.com">www.highwaysafetysummit.com</a> to register. Contact: Lisa Losness <a href="mailto:lisa.losness@itd.idaho.gov">lisa.losness@itd.idaho.gov</a> (208) 334-8103
April 26-27, 2011	<b>HIGHWAY SAFETY DAYS for Youth Idaho State Police</b> Contact: Tecia Ferguson <a href="mailto:Tecia.ferguson@isp.idaho.gov">Tecia.ferguson@isp.idaho.gov</a> (208) 884-7224, Find the event on FACEBOOK under Idaho State Police Safe Driving Days. Website <a href="http://www.isp.idaho.gov/cvs/index.html">http://www.isp.idaho.gov/cvs/index.html</a>
May 23-June 7, 2011	<b>SEAT BELTS</b> Traffic Enforcement Mobilization – Statewide, Contact: Lisa Losness, OHS GCO, <a href="mailto:lisa.losness@itd.idaho.gov">lisa.losness@itd.idaho.gov</a> (208) 334-8103
June 9, 2011	<b>ITSC</b> (Idaho Traffic Safety Commission) – Spring meeting – Boise, ID. Location TBA
June 30-July 11, 2011	<b>IMPAIRED DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, <a href="mailto:kevin.bechen@itd.idaho.gov">kevin.bechen@itd.idaho.gov</a> (208) 334-4467
July 15-26, 2011	<b>AGGRESSIVE DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, <a href="mailto:Cecilia.awusie@itd.idaho.gov">Cecilia.awusie@itd.idaho.gov</a> (208) 334-8112
Aug. 26-Sept. 6, 2011	<b>IMPAIRED DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, <a href="mailto:kevin.bechen@itd.idaho.gov">kevin.bechen@itd.idaho.gov</a> (208) 334-4467